**Syllabus on**

**Professional Freelancing**

**(Search Engine Optimization-SEO, Social Media Marketing SMM)**

**National Academy for Computer Training And Research (NACTAR), Bogra**

**Syllabus on Professional Freelancing**

**(Search Engine Optimization-SEO, Social Media Marketing SMM)**

**Number of working day : 40**

**Class Duration : 3hour/per day.**

**Total Hour = 120 hours**

The Search Engine Optimization (SEO) Course is a beginner level course. One will get all the conceptual ideas to prepare the website with SEO. Course will be completed with Practical + Theory Session.

**Objective:**

* Anyone who wants to learn the process of getting a higher rank in Google and how to keep hold the position.
* Web designer who needs to know how to make a website search engine user friendly.
* Copywriters who need to learn how to write content for search engines & for users/visitors/readers.
* Individuals who want to learn SEO for their own knowledge.
* New employees who need training on SEO to help their company grow online.

**Technical Skill**: Must have the fluent operating skill of Computer.

* Must have the skill to use internet.
* Academic: HSC or Equivalent Certificate.

**Course Outline**

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| **SL** | **Topic** | **Hour** |
| **1** | Fundamentals of Internet & Computer | 3 hours |
| **2** | Brief on Outsourcing | 3 hours |
| **3** | Search Engine Optimization and classification  | 3 hours |
| **4** | Marketplace Profile Creation and apply Payoneer Master card | 6 hours |
| **5** | **Keyword Research:**Keyword Research and SelectionOptimize Keywords in Anchor TextOptimize Keyword DensityKeyword Density calculation formula and checking toolText Modifiers to Emphasize KeywordsDiscussion on LSI & LTK KeywordsKeyword Research Tips & IdeasUsing Google Insights for Search and Google Trends for Keyword Research | 6 hours |
| **6** | **Making Blog Site:**Make a blog using blogger.comMake a blog using wordpress.comMaintenanceBrandingWebsite planning & Site Structure | 12 hours |
| **7** | **Setting up site/blog using WordPress:**Domain pointing to hosting serverAdd domain on cPanel using "Addon Domain"Installing WordPressUploading and installing ThemesInstalling important WP pluginsHow to publish an optimized article in WordpressHow to manage WordPress SEO plugin when publishing article | 6 hours |
| **8** | **On-Page Optimization Title Tag Optimization:**Optimize Keywords in Title TagKnowing the latest updates**Meta Description:**Meta Tag CheckerOptimize Keywords in Description Meta Tag**Meta Keywords:**Knowing Meta Keyword TagImportance of MKT from SE perspective**Heading Tags:**Optimize Keywords in Heading Tags**Image ALT tag:**Complete image optimization techniques & guidelines | 9 hours |
| **9** | **Internal Links:**Internal LinkInternal Linking ImportantExamples of good Internal Linking practicesTips on Internal LinkingApplying Internal Linking practice in blog**URL Structure:**Search Engine friendly URL optimizationEMD or Keyword Rich DomainDomains with dash/hyphenImportance and value of Domain extensionDomain length issueOptimize Keywords in Permalink Sitemap Submission & Robots.txt**Google Search Console:**Setting up Google Search Console**Content Optimization:**Setting up optimized Blog Post TitleTitles Make Difference to SERPsWriting Purposeful Post TitlesMake Descriptive Post TitlesUse synonyms to make post Title unique from othersWord limit for an optimized Blog PostReducing Bounce Rate of BlogChecking duplicate content using toolsClever post title ideas | 12 hours |
| **10** | **Setting up site/blog using WordPress:**Domain pointing to hosting serverAdd domain on cPanel using "Addon Domain"Installing WordPressUploading and installing ThemesInstalling important WP pluginsHow to publish an optimized article in WordpressHow to manage WordPress SEO plugin when publishing article | 6 hours |
| **11** | **Off-Page Optimization:**Directory submission , Social Bookmarking , Image Search,Guest Posting/Blogging , Forum Posting , Blog Comment Posting , Article Submission , The concept of Dofollow/ Nofollow Backlinks , Yahoo Answers, Link Wheel, Web 2.0, Tiered link building process, Infographic Backlink, Video Promotion, and other form of backlink process effective now a days. | 33 hours |
| **12** | **Social Networking Sites:**Facebook (Account)Facebook (Like Page, Group)LinkedInTwitterGoogle+InstagramPinterest  | 15 hours |
| **13** | **Tools, Add-On’s & Extensions: Discussion on different SEO Tools:**Backlink checker tools, techniques and countsChecking the Backlink of a site/linkStatCounter & other web analysis toolsSEO Power Suite**Backlink age, authority, popularity: Discussion on Backlinks:**Backlink ageBacklink authorityBacklink popularityHow to get high quality backlinksCourse Review  | 6 hours |
| **Total =**  | 120 hours |

Prepared By:

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